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Course Syllabus

COURSE CODE & NUMBER:	COMM 140
COURSE TITLE:	Media and Society
COURSE DESCRIPTION:	A critical analysis of how media shape and are shaped by the structures of Philippine and global society
PREREQUISITE:	COMM 130 (formerly COMM 140), JS, 3 u. of Philippine History
COURSE CREDIT:	3 u.
COURSE OBJECTIVES:	<p>At the end of the course, the students should be able to:</p> <ul style="list-style-type: none">• analyze the different forces/structures that affect or shape the media;• describe the effects of media on the political, economic, social, and cultural aspects of communities; and• identify the relationship between media and social change.

Course Outline

- | | |
|---|-------------|
| I. <i>Introduction: Reading Media Texts</i> | (1 week) |
| II. <i>Media and Economics</i> | (4 weeks) |
| A. Media as Business | |
| 1. Creation of media products and services | |
| 2. Ownership and control of media products and services | |

3. Conglomeration and cross-media forms
4. Labor issues in media
5. Intellectual Property Rights issues
6. Advertising
- B. Globalization
 1. Spatialization
 2. Commodification
 3. Commercialization
- C. Impact of New Communication Technologies on Media
- D. Economic Impact of Audiences on Media Programs

III. *Media, Politics, and Governance*

(3 weeks)

- A. Media as Fourth Estate
- B. Media and forms of government
- C. Formal and informal controls on media
- D. Media and electoral politics

IV. *Media and Culture*

(5 weeks)

- A. Media and Ideology
 1. Media and values
 2. The bias of language; the bias of images
 3. Media and marginalization
- B. Media and Identities
 1. Media and the concept of self
 2. Media, race, and ethnicity
 3. Media, gender, and sexuality
 4. Media and the family
 5. Media and migration
 6. Ageism in media
 7. Media and class
 8. Media, religion, and spirituality

V. *Media and Social Change*

(3 weeks)

- A. Media, communication, and development
- B. Democratization of media products and services
- C. Alternative media

Course Requirements

Quizzes and Reports	50%
Midterm Exams	25%
Reports/Presentations	25%
TOTAL	100%

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Suggested Films

I. Introduction: Reading Media Texts

None

II. Media and Economics

Ibon Foundation, producer. 2001. *Kwadrang Daigdig*. Documentary. Quezon City: Ibon Foundation.

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Lumet, S., director. 1976. *Network*. Motion picture. USA: United Artists.

III. Media, Politics, and Governance

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- GMA 7, producers. 2001. *Saksi sa Kasaysayan*. Documentary. Quezon City: GMA Network.
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